ABSTRAK

Dari hasil penelitian yang sudah di bahas, dapat di simpulkan bahwa nilai *mark up* pada multi distribusi discrete dengan model Friedman sebesar 16%, model Gates sebesar -22% sedangkan model Ackoff & Sasieni, yaitu sebesar -12%. Berbeda dengan nilai *mark up* pada multi distribusi normal dengan model Friedman sebesar 16%, model Gates sebesar -22%, sedangkan dengan model Ackoff & Sasieni, yaitu sebesar -16%. Kemudian nilai *mark up* pada multi distribusi normal dengan model Friedman sebesar 19%, model Gates sebesar -20%, dan dengan model Ackoff & Sasieni, yaitu sebesar -16%. Dapat disimpulkan bahwa model yang menghasilkan harga penawaran paling rendah adalah model Friedman, sedangkan untuk model Gates atau Ackoff & Sasieni menghasilkan penawaran yang lebih tinggi.

Kata Kunci: Strategi penawaran, *Mark up*, Friedman, Gates, Ackoff & Sasieni.

ABSTRACT

From the results of the research that has been discussed, it can be concluded that the mark up value on the multi-discrete distribution with the Friedman model is 16%, the Gates model is -22% while the Ackoff & Sasieni model is -12%. In contrast to the mark up value on the multi normal distribution with the Friedman model of 16%, the Gates model is -22%, while the Ackoff & Sasieni model is -16%. Then the mark up value for the multi normal distribution with the Friedman model is 19%, the Gates model is -20%, and with the Ackoff & Sasieni model, which is -16%. It can be concluded that the model that produces the lowest bid price is the Friedman model, while the Gates or Ackoff & Sasieni models produce higher bids.

Keywords: Bidding strategy, Mark up, Friedman, Gates, Ackoff & Sasieni.